

## ABSTRACT OF THE DISCLOSURE

A moving-picture data reproducing system judges whether the user is qualified or unqualified and whether or not the picture data includes toll information as electronic watermark. If the  
5 picture data includes toll information and the user is unqualified, B-pictures are removed and preceding I- or P-pictures are delivered instead of the removed B-pictures. The reduced picture data has unsmooth motion and urges the user to subscribe the content service of moving-picture data.